

## 2015 ASIA Profile

### Arrivals to the U.S.

Note: this temporary profile version will be replaced soon with the standard full version.

#### TRENDS IN ARRIVALS (in thousands)

Year		2008	2009	2010	2011	2012	2013	2014 <sup>r</sup>	2015 <sup>1</sup>	Change 2015 / 2008
Arrivals		6,179	5,669	7,020	7,247	8,311	9,085	9,697	10,816	4,638
	% Change	-3	-8	24	3	15	9	7	12	75

#### TRENDS IN RECEIPTS (in millions)

Year		2008	2009	2010	2011	2012	2013	2014	2015 <sup>p</sup>	Change 2015 / 2008
Total Travel & Tourism Exports <sup>2</sup>		-	-	-	-	-	-	-	-	-
Travel Receipts (at U.S. destinations)		-	-	-	-	-	-	-	-	-
Education Receipts		-	-	-	-	-	-	-	-	-
Other Business/Personal Receipts		-	-	-	-	-	-	-	-	-
Health/Border/Seasonal		-	-	-	-	-	-	-	-	-
Passenger Fare Receipts (on U.S. carriers)		-	-	-	-	-	-	-	-	-
	% Change in Total Receipts	-	-	-	-	-	-	-	-	-

#### SELECTED TRAVELER CHARACTERISTICS (by percentage point change)

Information Sources Used to Plan Trip (multiple response)	2014 (Percent)	2015 (Percent)	% Point Change <sup>3</sup> (Points)
Airlines	34	34	0.5
Online Travel Agency	26	26	-0.1
Travel Agency Office	27	26	-1.7
Personal Recommendation	21	24	2.4
Corporate Travel Dept.	14	13	-0.3
Travel Guides	13	13	0.7
Tour Operator/Travel Club	9	9	0.4
National/State/City Travel Office	5	5	0.3
Other	6	5	-0.6

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	% Point Change <sup>3</sup> (Points)
Vacation/Holiday	50	51	1.5
Visit Friends/Relatives	17	17	-0.5
Business	16	15	-1.1
Convention/Conference/Trade Show	8	9	1.2
Education	7	7	-0.2
Health Treatment	0.3	0.3	0.0
Religion/Pilgrimages	0.3	0.2	-0.1
Other	1	0.3	-0.8

Purpose of Trip (multiple response)	2014 (Percent)	2015 (Percent)	% Point Change <sup>3</sup> (Points)
Vacation/Holiday	58	59	0.8
Visit Friends/Relatives	27	27	-0.7
Business	20	19	-1.2
Convention/Conference/Trade Show	11	12	1.1
Education	9	9	-0.4
Health Treatment	1	1	-0.1
Religion/Pilgrimages	1	1	0.0
Other	1	1	-0.9

#### Net Purposes of Trip:

Leisure & VFR	73	73	-0.1
Business & Convention	28	27	-0.1

Transportation Types Used in U.S.: (multiple response)	2014 (Percent)	2015 (Percent)	% Point Change <sup>3</sup> (Points)
Taxicab/Limousine	34	34	0.1
Air Travel between U.S. Cities	32	33	0.8
Auto, Private or Company	29	28	-0.9
City Subway/Tram/Bus	27	28	0.9
Rented Auto	26	27	1.0
Bus between Cities	26	24	-1.5
Railroad between Cities	6	6	0.1
Ferry/River Taxi/Srt Scenic Cruise	6	6	0.0
Rented Bicycle/Motorcycle/Moped	3	3	0.0

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Cruise Ship/River Boat 1+ Nights	2	2	-0.1
Motor Home/Camper	1	1	0.0

Activity Participation While Within U.S. (multiple response)	2014 (Percent)	2015 (Percent)	% Point Change <sup>3</sup> (Points)
Shopping	84	84	-0.9
Sightseeing	81	82	0.2
Experience Fine Dining	39	38	-1.5
National Parks/Monuments	24	26	1.5
Art Gallery/Museum	22	22	0.5
Small Towns/Countryside	21	22	0.7
Amusement/Theme Parks	20	21	0.7
Historical Locations	18	19	0.8
Guided Tours	19	18	-0.8
Water Sports	17	17	0.3
Cultural / Ethnic Heritage Sites	13	14	1.2
Concert/Play/Musical	10	11	0.6
Sporting Event	9	8	-0.8
Casinos/Gamble	7	8	0.5
Nightclubbing/Dancing	6	7	0.8
American Indian Communities	5	5	0.0
Camping/Hiking	5	4	-0.2
Environ./Eco. Excursions	4	4	0.1
Golfing/Tennis	5	4	-0.9
Hunting/Fishing	2	2	0.1
Snow Sports	1	1	-0.2
Other	1	1	-0.1

SELECTED TRAVELER CHARACTERISTICS	2014	2015	Change
Advance Trip Decision Time (mean days)	70	74	4.0
Advance Trip Decision Time (median days)	60	60	0.0
Prepaid Package	31	30	-1.0
First International Trip to the U.S.	31	32	1.5
Length of Stay in U.S. (mean nights)	22.4	20.4	-2.0
Length of Stay in U.S. (median nights)	7	7	0.0
Number of States Visited (% 1 state)	75	74	-0.8
Average Number of States Visited	1.4	1.5	0.1
Hotel/Motel (% 1+ nights)	83	81	-1.2
Average # of Nights in Hotel/Motel	9.6	10.3	0.7
Travel Party Size (mean # of persons)	1.7	1.8	0.1
Gender: % Male (among adults)	58	60	1.8
Household Income (mean average)	\$ 86,340	\$ 76,590	-\$9,750
Household Income (median average)	\$ 60,000	\$ 55,045	-\$4,955
Average Age: Female (among adults)	37	36	-1.0
Average Age: Male (among adults)	40	40	-0.1

VISITATION TO U.S. DESTINATIONS <sup>4</sup> (multiple response)	Market Share 2014 (Percent)	Volume 2014 <sup>1</sup> (000s)	Market Share 2015 (Percent)	Volume 2015 <sup>1</sup> (000s)
<b>Regions</b>				
Pacific Islands	35.94	3,485	34.80	3,764
Pacific	30.68	2,975	30.95	3,348
Middle Atlantic	21.50	2,085	22.03	2,383
South Atlantic	12.74	1,235	13.81	1,494
Mountain	10.46	1,014	11.21	1,212
East North Central	7.25	703	7.98	863
New England	5.57	540	5.32	575
West South Central	4.76	462	5.28	571
<b>States</b>				
California	27.85	2,701	27.82	3,009
Hawaii	22.65	2,196	21.12	2,284
New York	18.60	1,804	19.35	2,093
Guam	13.29	1,289	13.69	1,481
Nevada	7.31	709	8.36	904
Illinois	4.89	474	4.86	526
Florida	4.40	427	4.60	498
Massachusetts	4.63	449	4.45	481
Texas	3.93	381	4.26	461
Washington	**	**	3.69	399
New Jersey	3.03	294	2.85	308

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Cities				
New York City	17.68	1,714	18.44	1,995
Honolulu Oahu	19.41	1,882	17.45	1,887
Los Angeles	16.53	1,603	16.50	1,785
San Francisco	10.81	1,048	11.10	1,201
Las Vegas	7.20	698	8.03	869
Washington, D.C.	5.67	550	5.86	634
Chicago	4.57	443	4.58	495
Boston	4.42	429	4.22	456
Seattle	**	**	3.48	376

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#### Notes:

- (1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.
- (2) *Total Travel & Tourism Exports* = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).  
  
International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States. For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>
- (3) Percentage-point and percentage changes are based on non-rounded data.
- (4) Only census region, state, and city destinations having a sample size of 400 or more are displayed.
- (-) No estimate available.
- (\*\*) Estimate not shown due to sample size fewer than 400 for this year.
- (r) Estimate was revised.
- (p) Estimate is preliminary and subject to revision.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S.  
Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

For a list of the states that comprise each census region, please visit: [http://travel.trade.gov/outreachpages/census\\_regions.html](http://travel.trade.gov/outreachpages/census_regions.html)

Interested in data for your destination? The NTTD sells custom reports. To learn more, go to:  
<http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis

Publication Date: July 2016